

MULTIMEDIA



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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2021/2022

### **BMK2154 – TECHNOLOGY AND INNOVATION MARKETING**

8 AUGUST 2022  
9.00 a.m.- 11.00 a.m.  
(2 Hours)

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#### **INSTRUCTIONS TO STUDENTS**

1. This Question paper consists of two pages with 4 questions only.
2. Attempt all the questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers in the Answer Booklet provided.

**ANSWER ALL QUESTIONS (100 MARKS)****QUESTION ONE**

For the high-tech firms to create customer centric relationship, they must examine at least six critical issues in assessing the motivations of customers to buy their products. Marketing must be tailored to address these issues. Explain each of the issues.

(25 marks)

**QUESTION TWO**

(a) What is product platform? (5 marks)

(b) What are the benefits gained through using product platform? Support your answers with examples. (10 marks)

(c) What are the challenges faced by the high-tech firms when their original product became the basic platform for continuing innovation that led to other new offerings? (10 marks)

**QUESTION THREE**

The advertising and promotion pyramid positions advertising and promotion tools based on two dimensions: the degree of coverage, or reach, of the target audience, and cost efficiency. Explain each of the tools based on these two dimensions and address the critical issues in each of the tools for the firms in the high-tech industry. (25 marks)

**QUESTION FOUR**

Effective websites are designed with clear objectives of what the high-tech firm hopes to accomplish with its Web presence. List and describe the 7C elements which make a well-designed Website user interface with appropriate examples. (25 marks)

**End of page.**